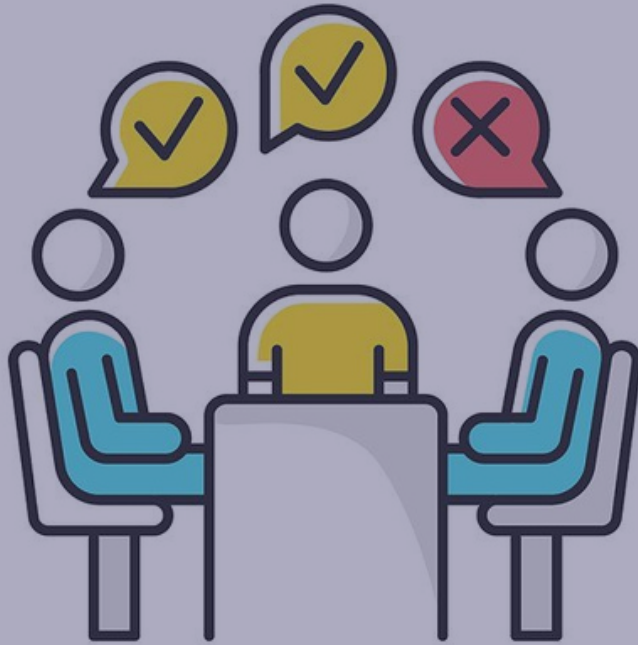


# BDB Industry Poll – "Your Opinion Matters"

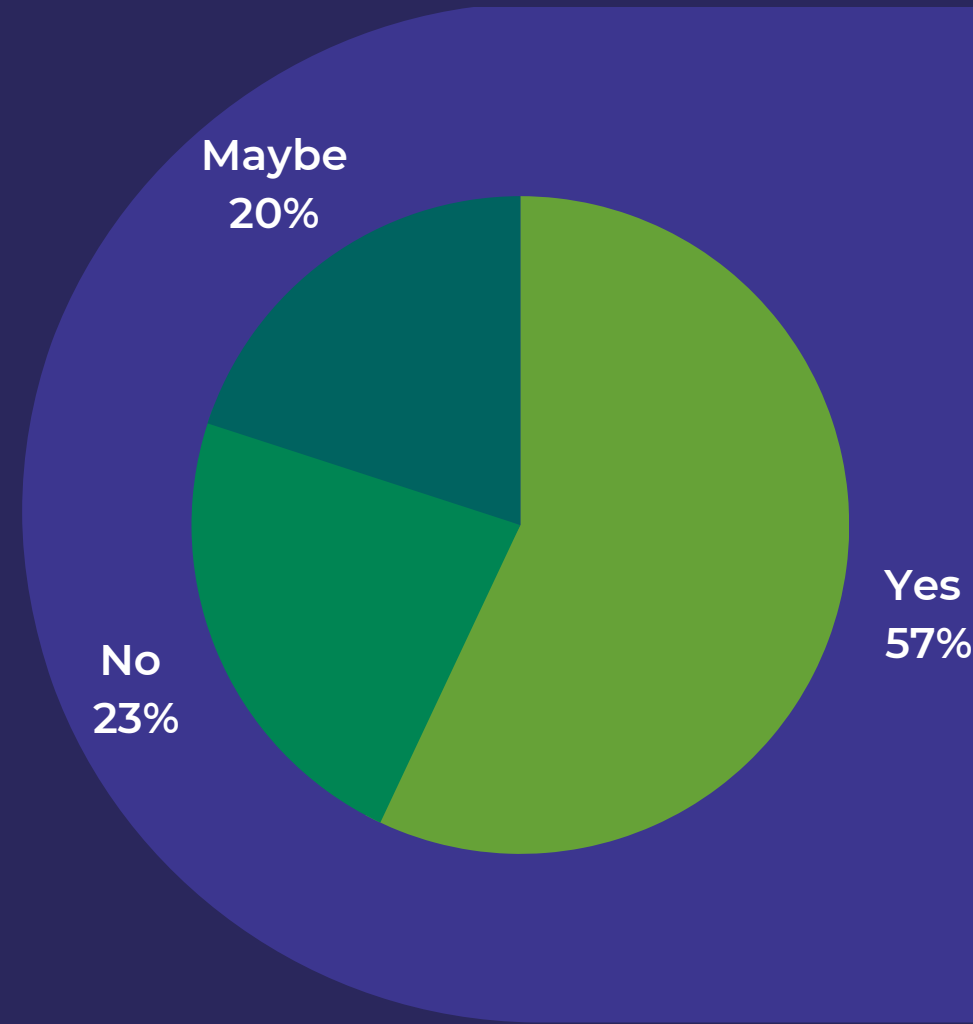
February 2023



BDB India started a monthly initiative called the BDB Industry Poll - "Your Opinion Matters" and conducted the poll for February 2023. We wanted our panel of senior industry professionals to put forth their opinion on various industry and economy-related topics. The results for the month of February is analysed shown in this report.

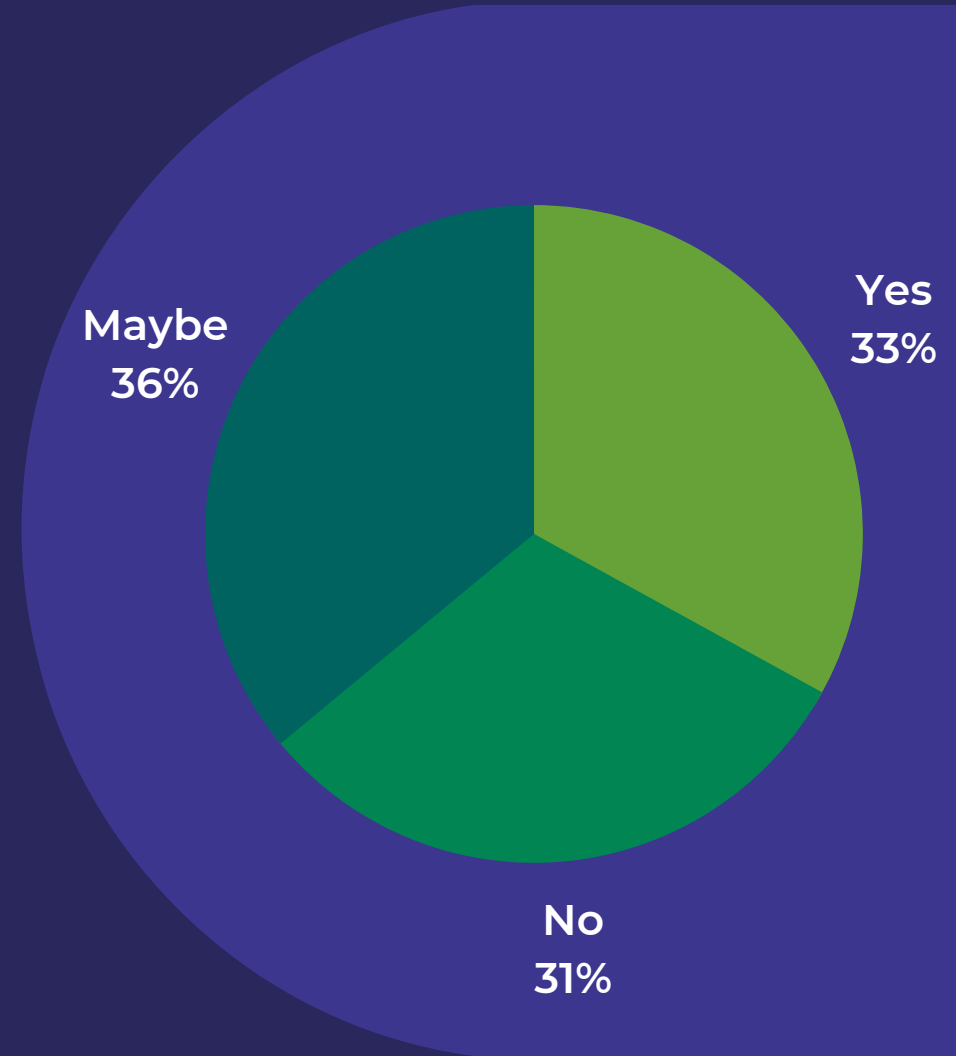
## DO YOU BELIEVE THAT ASIA'S REASSURING GROWTH BALANCES OUT THE GLOOM IN THE WEST?

The economic headwinds that faced Asia and the Pacific last year have started to fade. Global financial conditions have eased, food and oil prices are down, and Asia's economy is rebounding. This year, China and India will likely account for more than half of global growth, with the rest of Asia providing another quarter. Thailand, Vietnam, the Philippines, Indonesia, Malaysia, and Cambodia have all resumed their robust pre-pandemic growth while the west is struggling with the most recent rising inflation and recession.



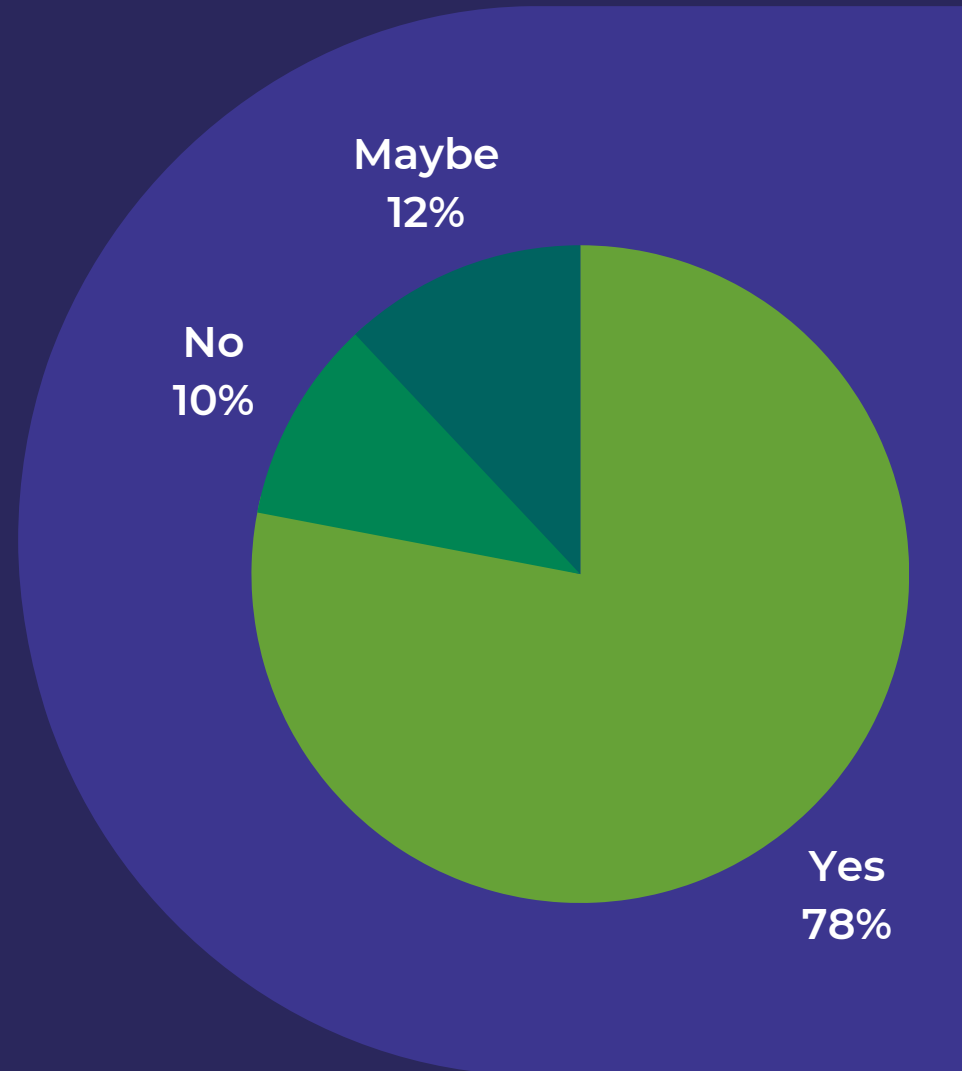
## DO YOU BELIEVE THAT SLOWING CAPITAL DEVELOPMENT IN ASIAN REGIONS LIKE JAPAN AND CHINA DUE TO AGEING POPULATIONS WOULD HARM GLOBAL GROWTH?

The growing population in Asian regions predominantly Japan and China has been an ever increasing issue for over many years. This has been an issue prevalent not only in Asia but has slowly started taking over the world in minor ways. There are fewer people in the workforce due to the growing ageing population. As a result, there is a scarcity of competent workers, which makes it more challenging for companies to fill positions that are in high demand. Unfavorable effects, such as lower productivity, higher labour costs, postponed corporate expansion, and decreased international competitiveness, result from an economy's inability to fill in-demand jobs. The response by the respondents is neutral on this situation.



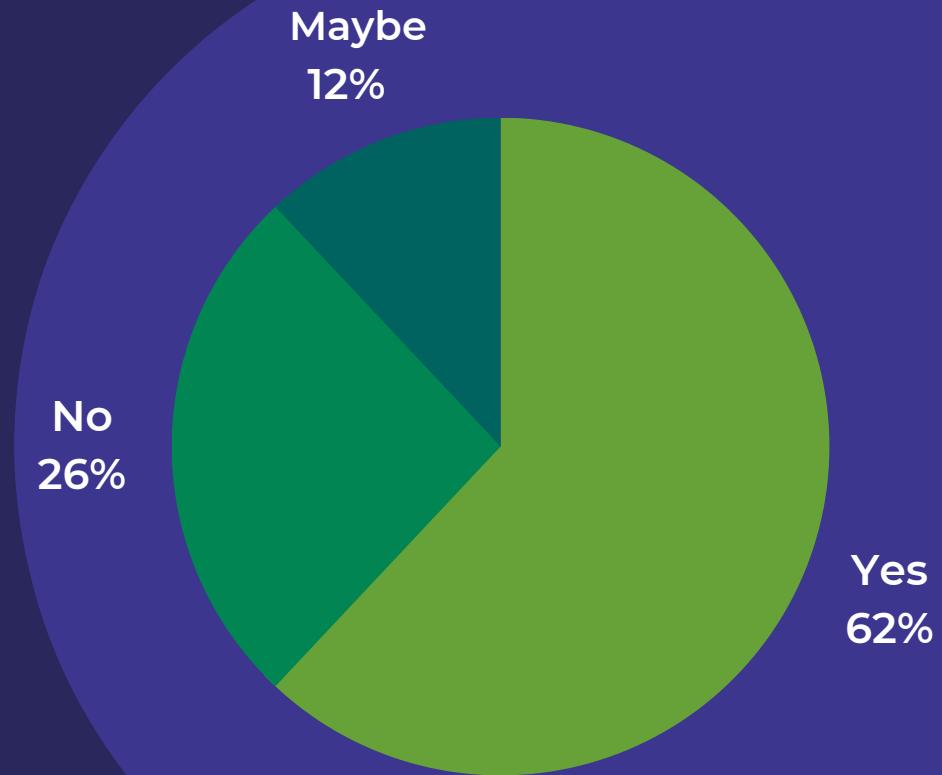
## DO YOU BELIEVE THE BUDGET'S PRUDENT APPROACH TO LOWERING GOVERNMENT DEBT WILL EVENTUALLY RESULT IN LOWER GOVERNMENT DEFICITS?

The term government deficit implies increase in the debt of the government. In other words, if the government continues to borrow to finance deficit, it leads to additional debt. This indicates that a lower government deficit will result from the budget's low level of debt. Only a tiny minority of respondents (10%) do not believe that reducing government debt will ultimately lead to lower government deficits, while a sizable portion of respondents (78%) are in favour of the same.



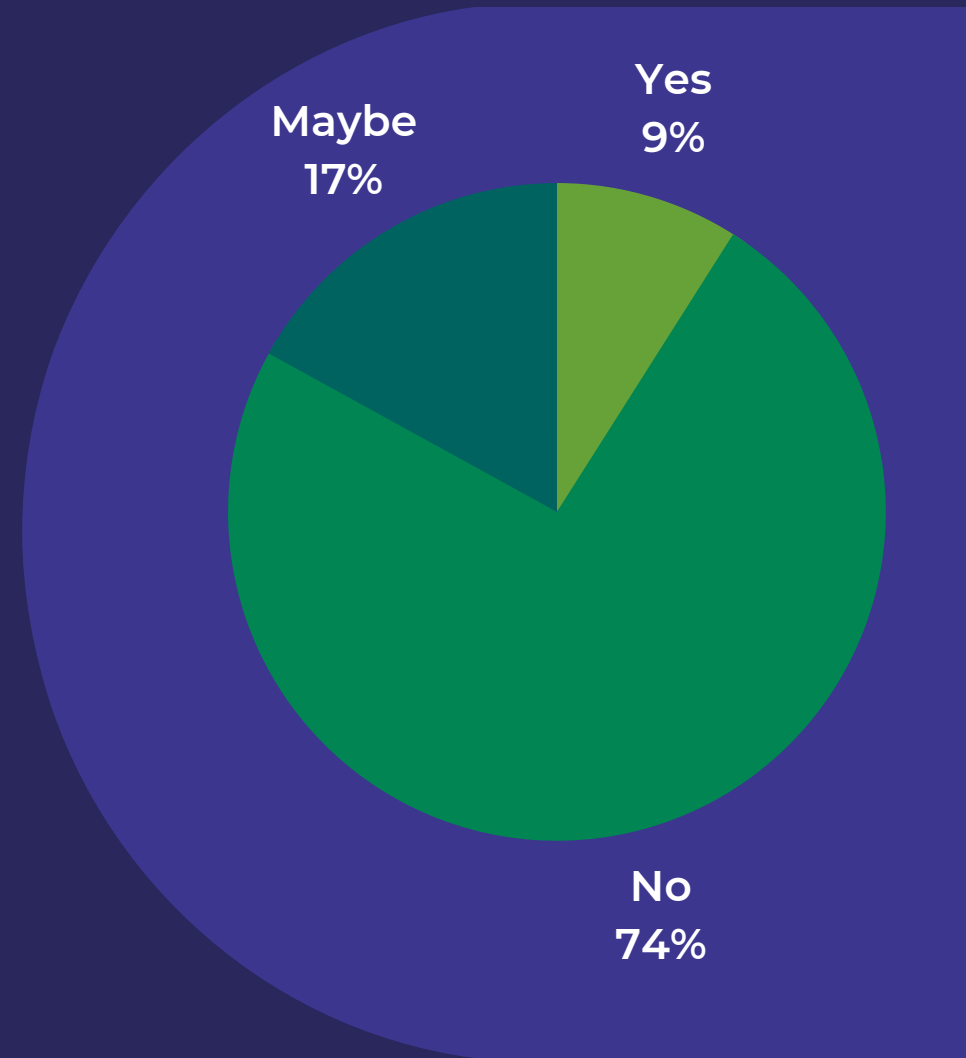
## DO YOU THINK ENOUGH ATTENTION IS GIVEN TO AGRICULTURE SECTOR IN THIS YEAR BUDGET ?

The allocation for the agricultural sector has been reduced from Rs 1.33 lakh crore in UB 2022–23 to Rs 1.25 lakh crore in UB 2023–24 . Only when the agricultural sector has performed exceptionally well and doesn't require considerable support may funding for that sector be reduced. Around 62% of respondents agree with the statement that enough attention is being given to the Agriculture sector in the budget while only 26% disagree with attention to agriculture in the budget and 12% of the respondents are unsure.



## DO YOU THINK INDIA'S GREEN ENERGY PLANS WILL BE AFFECTED DUE TO THE LATEST HINDENBURG RESEARCH SURROUNDING THE ADANI GROUP?

The Adani group could have larger implications and eventually hurt India's growth momentum and the current crisis might hurt India's clean energy plans. The group has seen a sizeable significance but with the right steps taken by the government, the chances of a downhill in the green energy plans could be handled carefully. Very few respondents (9%) believe Hindenburg Episode Affect Adani's – and India's – Energy Plans while a massive 74% of respondents are against this outcome and about 17% are unsure of the situation.



**BDB – Snapshot**  
*Driving Business Growth - Together*



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 Market Research Company



We are a 30 years experienced organization into market research and business consultancy with a team of 100 , delivering exclusive primary researched insights and recommendations for business growth and expansion to our clients – Our 70% + of the business comes from regular existing clients which gives us great confidence!

**We operate & support studies across  
 SSEA, Middle East and Africa**

***Some of our Offers are as below:***

- 1 Customized and Primary Market Research Studies** – to get insights on Market Potential, Competition Landscape, Operating Price – Discount – Margin levels and relevant market insights to recommend business growth consultation and strategies
- 2 Business Diversification** – to create new revenue stream for business growth by identifying new adjacent products for existing market or new markets by detailed internal analysis of the current business setup and synergy, and listing probable opportunities to diversify
- 3 International Market Analysis** – to support business growth by identifying new countries with attractive opportunities, then deep diving into the identified market and detailed study for sales potential, competition landscaping, & then identify the GTM with Channel Identification
- 4 Channel Optimization** – Evaluate Channel Performance and life cycle management, channel optimization in terms of policies, guidelines, market trends, Channel Mix, Channel Reach , New Channel Identification and much more
- 5 Customer Journey Mapping** – to know the customer voice, right from order inquiry to product application use and service, to know brand perceptions, net promoter scores, customer buying behavior, psychometric analysis and much more
- 6 BDB DIRECT** – BDB's Direct, identifies and profiles potential buyers. The objective is to develop a qualified opportunity funnel with list of customers and decision makers by using BDB's industry knowledge, cluster insights & networking, thereby improving the overall sales efficiency

 <b>Industrial</b> <ul style="list-style-type: none"> <li>Automotive (OEM, Aftermarket and EV)</li> <li>Energy</li> <li>Electrical</li> <li>Oil &amp; Gas</li> <li>Metallurgy</li> <li>Mining</li> <li>Electronics</li> <li>HVAC &amp; Refrigeration</li> <li>Marine</li> <li>Food Processing</li> <li>Industrial Consumables</li> <li>Chemicals (Organic, Inorganic &amp; Specialty)</li> <li>Oil &amp; Gas</li> <li>Plastics &amp; Composites</li> <li>Construction Equipment</li> <li>Machinery &amp; Machine Tools</li> <li>Water And Effluent Treatment</li> <li>General Engineering</li> <li>Marine</li> <li>Industrial Automation</li> <li>Process Equipment</li> <li>Renewable Energy</li> </ul>	 <b>Healthcare</b> <ul style="list-style-type: none"> <li>Medical Consumables</li> <li>Medical Devices</li> <li>Medical Equipment</li> <li>Hospital Equipment</li> <li>Hospitals</li> </ul>	 <b>Agri &amp; Allied</b> <ul style="list-style-type: none"> <li>Farm Machinery</li> <li>Fertilizers</li> <li>Insecticides</li> <li>Micro Irrigation</li> <li>Micro Nutrients</li> <li>Pesticides</li> <li>Food And Beverages</li> </ul>	 <b>Consumers</b> <ul style="list-style-type: none"> <li>Consumer Durables</li> <li>Home Furniture &amp; Furnishings</li> <li>Kitchen Products</li> <li>Air Conditioning Products</li> <li>Lighting Products</li> <li>Packaged Food</li> <li>Condiments</li> <li>FMEG</li> <li>HECG</li> </ul>
		 <b>Building &amp; Construction</b> <ul style="list-style-type: none"> <li>Plumbing Solutions</li> <li>Electrical, HVAC</li> <li>Building Automation</li> <li>Water Management</li> <li>Waste Management</li> <li>Building Material &amp; Chemicals</li> <li>Steel, Composite</li> <li>Window &amp; Roofing Systems</li> </ul>	

# Market Research | Business Consulting

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